

Amendments to the Claims:

1. (Currently Amended) ~~An~~A system apparatus for providing discretionary viewing control in displaying image data, comprising a processor for execution of stored instructions, the execution of which causes the apparatus to:

facilitate a display for displaying of image data, the display comprising a plurality of pixels; and

process an integrated circuit in connection with said display for processing said image data, wherein, for each of the plural pixels, said image data comprises at least first and second portions of image data that are linked together, the first portion including payload data and the second portion including metadata, wherein said payload data comprises content for the pixel and said metadata comprises a value selected from a predefined set of values which classifies the pixel independently from the other pixels;[[,]]

facilitate classification of whereby, because each of the processable pixels are individually classified according to a particular metadata value selected from the predefined set of values;[[,]]

said integrated circuit is able to perform operations on individual pixels based on their metadata; said integrated circuit comprising: and

facilitate a filter filtering of the content for by obscuring the content of only a plurality of pixels that has a metadata value that exceeds a discretionary threshold value without preventing the display of the content of the remaining plurality of pixels that does not have a metadata value that exceeds the discretionary threshold value.

2. (Canceled)

3. (Currently Amended) ~~A method for providing discretionary viewing control in displaying image data, comprising the steps of:~~

facilitating providing a display comprising of a plurality of pixels;

receiving image data; wherein, for each of the plural pixels, said received image data

comprises at least first and second portions of image data that are linked together, the first portion including payload data and the second portion including metadata,

wherein said payload data comprises content for the pixel and said metadata comprises a metadata value selected from a predefined set of values which classifies the pixel independently from the other pixels;

~~causing supplying~~ said received image data to ~~an integrated circuit in connection with the~~  
be supplied to a display;

processing the content for each respective pixel based on the metadata value of each respective pixel;

obscuring the content of only a plurality of pixels that has a metadata value exceeding a discretionary threshold value, and

~~facilitating displaying~~display of the content of the remaining plurality of pixels that do not have a metadata value exceeding the discretionary threshold value.

4. (Canceled)

5. (Currently Amended) The method of claim 3, wherein the display is ~~a display embodied on~~ in a wireless terminal, ~~and the step of supplying image data to the display comprises supplying said image data to the display on the wireless terminal.~~

6.-13. (Canceled)

14.-15. (Canceled)

16. (Currently Amended) The ~~system apparatus~~ of claim 1, wherein the processor for execution of stored instructions is further configured to cause the apparatus to~~integrated circuit~~ comprises:

~~determining~~means for determining a display metric, said display metric being the result of multiplying the number of pixels having a certain metadata value by ~~the~~ an amount of time those

pixels are visible on ~~the~~a display.

17. (Currently Amended) The method of claim 3, further comprising ~~the step of:~~  
determining a display metric, said display metric being the result of multiplying the number  
of pixels having a certain metadata value by ~~the~~an amount of time those pixels are visible on the  
display.

18. (Canceled)

19. (Currently Amended) An apparatus comprising a processor for execution of  
stored instructions, the execution of which causes the apparatus~~system for displaying visual~~  
~~objects comprised of pixels, comprising to:~~

~~receive a processing means for receiving~~ an image data frame comprising a plurality of  
pixels which, ~~in turn,~~ comprise one or more visual objects, wherein a plurality of contiguous bits  
in the image data frame comprises pixel data for a single pixel, ~~wherein the pixel data~~  
~~comprise~~comprises a content field and a metadata field for the single pixel, wherein the metadata  
field comprises a value from a predefined set of metadata values, and wherein the metadata value  
indicates that the single pixel is part of a visual object within a particular category; ~~[[,]] said~~  
~~processing means comprising: and~~

~~identify means for identifying~~ pixels which comprise a visual object by their metadata  
fields, ~~[[;]]~~

wherein, because the pixels comprising an individual visual object ~~can be~~are  
~~identified~~identifiable within the image data frame, certain operations ~~can be~~are performed ~~by the~~  
~~processing means~~ only on the pixels forming an individual visual object separate from the pixels  
forming the remaining visual objects in the visual field.

20. (Canceled)

21. (Currently Amended) The ~~system~~apparatus of claim 19, wherein the processor for

execution of stored instructions is further configured to cause the apparatus to processing means  
comprises control a graphics board, a browser of markup language documents, and/or an e-mail  
program.

22. (Currently Amended) The system apparatus of claim 19, wherein the particular  
categories category comprise comprises at least one of violent content, pornographic content, and/or  
advertisements.

23. (Currently Amended) The system apparatus of claim 19, wherein the processing  
means further processor for execution of stored instructions is further configured to cause the  
apparatus to comprises:

facilitate a filter filtering configured for one of blocking to block and/or obscuring obscure a  
visual object by obscuring each of a plurality of pixels forming said visual object, wherein each of  
the plural pixels forming said visual object has a metadata value which indicates that its pixel is part  
of a visual objects object which must be blocked and/or obscured.

24. (Currently Amended) The system apparatus of claim 19, wherein the processing  
means further comprises processor for execution of stored instructions is further configured to cause  
the apparatus to:

determine a meter for determining a display metric, said display metric being the result of  
multiplying the number of pixels having a certain metadata value by the an amount of time those  
pixels are visible on a display.

25. (Currently Amended) The system apparatus of claim 1, wherein obscuring the  
content of only a plurality of pixels comprises at least one of blurring, scrambling and/or displaying  
the pixels as black, showing only silhouette.

26. (Currently Amended) The method of claim 3, wherein obscuring the content of only  
a plurality of pixels comprises at least one of blurring, scrambling and/or facilitating

~~displaying~~display of the pixels as black, showing only silhouette.

27. (Canceled)

28. (Currently Amended) The ~~system~~apparatus of claim 19, wherein the certain operations performed ~~by the processing means~~ only on the pixels forming an individual visual object comprises at least one of blurring, scrambling ~~and/or displaying~~facilitating display of the pixels as black, showing only silhouette.

29. (Currently Amended) A computer-readable medium ~~for providing discretionary viewing control in displaying image data, the computer-readable medium being encode~~encoded with a computer program, the computer program comprising:

program code for ~~facilitating~~providing a display ~~comprising~~of a plurality of pixels;

program code for receiving image data;

program code for ~~supplying~~causing said received image data to ~~an integrated circuit in connection with the~~ be supplied to a display;

program code for processing the content for each respective pixel based on the metadata value of each respective pixel;

program code for obscuring the content of only a plurality of pixels that has a metadata value exceeding a discretionary threshold value, and

program code for ~~facilitating displaying~~display of the content of the remaining plurality of pixels that do not have a metadata value exceeding the discretionary threshold value;

wherein, for each of the plural pixels, said received image data comprises at least first and second portions of image data that are linked together, the first portion including payload data and the second portion including metadata; and

wherein said payload data comprises content for the pixel and said metadata comprises a metadata value selected from a predefined set of values which classifies the pixel independently from the other pixels.

30. (New) The computer program product of claim 29, wherein the display is embodied in a wireless terminal.

31. (New) The computer program product of claim 29, further comprising:  
program code for determining a display metric, said display metric being the result of multiplying the number of pixels having a certain metadata value by an amount of time those pixels are visible on the display.

32. (New) The computer program product of claim 29, wherein obscuring the content of only a plurality of pixels comprises at least one of blurring, scrambling and facilitating display of the pixels as black, showing only silhouette.

33. (New) The method of claim 3, further comprising controlling, via a processor, at least one of a graphics board, a browser of markup language documents, or an e-mail program.

34. (New) The method of claim 3, wherein the metadata value indicates that a single pixel is part of a visual object within a particular category and the category comprises at least one of violent content, pornographic content, or advertisements.

35. (New) The method of claim 3, further comprising, facilitating filtering for one of blocking and/or obscuring a visual object by obscuring a plurality of pixels forming said visual object, wherein each of the plural pixels forming said visual object has a metadata value which indicates that its pixel is part of a visual object which must be blocked and/or obscured.